Founded in 1996, Pro Bono Institute (PBI) is the respected resource for all things pro bono, with an unparalleled depth of knowledge, resources, and expertise. Through our work with law firms, corporate legal departments, and public interest organizations, PBI is the global thought leader in exploring, identifying, evaluating, catalyzing, and taking to scale new approaches to and resources for the provision of legal services to the poor, disadvantaged, and other individuals or groups unable to secure legal assistance to address critical problems.

Despite uncertainty in the legal market and the overall economy, the trajectory of law firm and in-house pro bono service has been extraordinary. Working closely with you – leaders at hundreds of law firms and legal departments – has enabled PBI and Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel, to literally transform the pro bono landscape at your institutions.

Your tax-deductible contributions to PBI’s 2015 Annual Dinner will enable us to enhance and support your organization’s pro bono efforts and provide you with seminal research, cutting-edge publications and training, and confidential, expert consultations, available only from PBI. Make your pledge today and play a leadership role in another year of accomplishments and progress in the continuing battle for access to justice.

**Why should you join the Annual Dinner Benefit Committee?**

- Your participation on the 2015 Annual Dinner Benefit Committee publicly highlights your firm/legal department’s commitment to pro bono service.
- Your organization will receive special recognition in the Annual Dinner program, invitation, event signage, on the PBI website, and in PBI publications.
- You will receive access to the exclusive Co-Chairs Reception held immediately prior to the Annual Dinner.
- You will be invited to participate in PBI’s National Leadership Convocation on the afternoon of November 5. This invitation-only, interactive gathering brings together the top leaders of major law firms and in-house legal departments.
## Annual Dinner Sponsorship Packages At-A-Glance

<table>
<thead>
<tr>
<th>Seats/Tables</th>
<th>2 tables of 10</th>
<th>2 tables of 8</th>
<th>1 table of 10</th>
<th>6 seats</th>
<th>2 seats</th>
<th>1 seat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing in Dinner Electronic Program</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Listing on PBI Website</td>
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<tr>
<td>Listing on Dinner Signage</td>
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<tr>
<td>Special Acknowledgement</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Prominent Listing in Invitation</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Gobo (logo projection)</td>
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</tr>
<tr>
<td>Co-Chair Reception Tickets</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in electronic Dinner Program</td>
<td>Full-page</td>
<td>Full-page</td>
<td>Full-page</td>
<td>Full-page</td>
<td>Half-page</td>
<td></td>
</tr>
</tbody>
</table>

*Sponsors at these levels are eligible to serve on the Annual Dinner Benefit Committee and receive additional benefits.

See Sponsor Pledge Form for additional advertising options offered this year.

### About the Law Firm Pro Bono Project

The Law Firm Pro Bono Project is the only global effort designed to support and enhance the pro bono culture and performance of major law firms in the United States and around the world. The Project’s goal is to fully integrate pro bono into the practice, philosophy, and culture of firms so that large law firms provide the institutional support, infrastructure, and encouragement essential to fostering a climate supportive of pro bono service and promoting partner and associate participation. Led by an Advisory Committee composed of law firm leaders, the Project designed and implemented the Law Firm Pro Bono Challenge®, now the industry standard for pro bono service among leading law firms.

### About Corporate Pro Bono

Corporate Pro Bono, the global partnership project of PBI and the Association of Corporate Counsel (ACC), is designed to substantially increase the amount of pro bono work performed by in-house counsel and to enhance the pro bono culture of in-house legal departments through technical assistance to the in-house community, targeted research and publications, online information and services, and outreach and educational programming. CPBO also works closely with ACC chapters to focus their resources and agendas on pro bono service. In 2006, at the urging of its Advisory Board, composed of corporate general counsel, CPBO launched the Corporate Pro Bono Challenge® initiative, the first voluntary pro bono benchmark for in-house pro bono.
2015 Pro Bono Institute Annual Dinner Sponsorship Opportunities

Why support the Annual Dinner?
Your sponsorship is essential to the cause of access to justice. By supporting the work of PBI and CPBO, you strengthen and enhance pro bono service and ensure that it continues to grow and thrive.

Support the Annual Dinner to:
• publicly affirm your organization’s commitment to pro bono;
• receive recognition in Annual Dinner materials and on PBI’s website;
• engage in networking opportunities with top leaders at major law firms and legal departments; and
• be eligible to participate in the PBI Leadership Convocation immediately preceding the Dinner.

Annual Dinner Sponsorship Package Benefits

» Pacesetter  •  $75,000
• 2 tables of 10
• 10 invitations to exclusive Co-Chairs Reception
• Gobo at the Dinner
• Special acknowledgement at the Dinner
• Prominent listing in invitation
• Logo recognition in Dinner program
• Logo displayed on Dinner signage and PBI website
• Full-page 4-color advertisement in electronic Dinner program

» Founder  •  $50,000
• 2 tables of 8
• 6 invitations to exclusive Co-Chairs Reception
• Special acknowledgement at the Dinner
• Prominent listing in invitation
• Logo recognition in Dinner program
• Logo displayed on Dinner signage and PBI website
• Full-page 4-color advertisement in electronic Dinner program

» Senior Partner  •  $25,000
• 1 table of 10
• 3 invitations to exclusive Co-Chairs Reception
• Special acknowledgement at the Dinner
• Prominent listing in invitation
• Logo recognition in Dinner program
• Logo displayed on Dinner signage and PBI website
• Full-page 4-color advertisement in electronic Dinner program

» Lead Counsel  •  $15,000
• Preferred seating for 6
• 2 invitations to exclusive Co-Chairs Reception
• Acknowledgement at the Dinner
• Prominent listing in invitation
• Listing in Dinner program
• Listing on Dinner signage
• Full-page 4-color advertisement in electronic Dinner program

» Advocate  •  $5,000
• Preferred seating for 2
• Listing in Dinner program
• Half-page 4-color advertisement in electronic Dinner program

» Donor Ticket  •  $1,500
• Single ticket
• Listing in Dinner program

Advertising in Electronic Dinner Program
• Full-page advertisement  •  $5,000
• Half-page advertisement  •  $3,000

2016 Pro Bono Institute Annual Conference
MARCH 23-25, 2016
Capital Hilton • Washington, D.C.

» www.probonoinst.org
» www.cpbo.org
» www.probonoinst.org/conference
2015 Pro Bono Institute Annual Dinner Sponsorship Opportunities

» Sponsor Pledge Form

NAME

COMPANY / FIRM

ADDRESS

CITY                                                                       STATE         ZIP

TELEPHONE    FAX

E-MAIL

SPONSORSHIP FULFILLMENT CONTACT  E-MAIL                         PHONE

» Payment Method

❑ I/We cannot attend PBI’s 2015 Annual Dinner but would like to make a contribution of $_________.

❑ Send an invoice.

❑ Check enclosed (Please make check payable to Pro Bono Institute)

❑ Please charge my credit card:       ❑ AmEx       ❑ MasterCard       ❑ Visa

CARD NUMBER       EXP . DATE       CVV* NUMBER

SIGNATURE

*Three digits in signature strip on back of card to the right of the (partial) card number. For AmEx, it is four non-raised digits on the front.

Please return this Sponsor Pledge Form with payment to:

PBI Events Office
2025 M Street, NW
Suite 800
Washington, D.C. 20036

Tel: 202.973.8720
Fax: 202.973.8716
pbievents@courtesyassoc.com

» 2015 Annual Dinner

Benefit Committee Eligible

❑ Pacesetter • $75,000
❑ Founder • $50,000
❑ Senior Partner • $25,000
❑ Lead Counsel • $15,000
❑ Advocate • $5,000
❑ Donor Ticket • $1,500

Advertising Options

❑ Full-page advertisement • $5,000
❑ Half-page advertisement • $3,000

Your Role As A Benefit Committee Member

❑ Secure your firm or legal department’s participation at the Pacesetter, Founder, Senior Partner or Lead Counsel level.

❑ Have your name and your law firm or corporation’s name listed in the printed Annual Dinner invitation (deadlines apply).

❑ Help PBI indentify other potential law firm and/or legal department Annual Dinner supporters. You may either directly contact those supporters, or PBI can contact them on your behalf.

❑ Yes — I agree to serve as a Member of PBI’s 2015 Annual Dinner Benefit Committee.

❑ No — I prefer to support PBI as an Annual Dinner Sponsor, only.

Benefit Committee Deadline to respond: September 4, 2015
Sponsorship Deadline to respond: October 5, 2015